UNITED STATES PATENT AND TRADEMARK OFFICE

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EXAMINER
KOENIG, ANDREW Y

ART UNIT	PAPER NUMBER
2623	

DATE MAILED: 05/16/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address* --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>11 April 2006</u>.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>26-28,33-43,49-57 and 63-74</u> is/are pending in the application.

　　4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>26-28,33-43,49-57 and 63-74</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on <u>21 March 2001 and 14 June 2004</u> is/are: a)☒ accepted or b)☐ objected to by the Examiner.

　　Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

　　Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

　a)☐ All　b)☐ Some * c)☐ None of:

　　1.☐ Certified copies of the priority documents have been received.

　　2.☐ Certified copies of the priority documents have been received in Application No. _____.

　　3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

　* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date <u>See cont. sheet</u>.

4)☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

Continuation of Attachment(s) 3). Information Disclosure Statement(s): 8/16/05, 2/21/06, 2/27/06, 4/11/06

DETAILED ACTION

Response to Arguments

1.   Applicant's arguments with respect to claims 26-28, 33-43, 49-57, and 63-74 have been considered but are moot in view of the new ground(s) of rejection.

The applicant has not traversed the examiner's assertion of official notice. Consequently, the examiner notes the features of the official notice are taken to be admitted prior art because the applicant failed to traverse the examiner's assertion of official notice.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3.   Claims 26-28, 33-43, 49-53, 55-56, and 63 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,615,408 to Kaiser et al. (Kaiser) in view of U.S. Patent 6,496,981 to Wistendahl et al. (Wistendahl) and U.S. Patent 5,969,755 to Courtney.

Regarding claim 28, Kaiser teaches a reproduction apparatus (fig. 1, label 1300) in communication with a broadcast channel (col. 4, II. 59-67; col. 5, II. 22-31), a display (fig. 1, label 1200) (claimed display device). Kaiser teaches a

receiver decoding a digital signal to recover a video signal (such as high definition television formats, see col. 5, ll. 30) and trigger/placement zones (claimed annotation data) (fig. 2). Kaiser teaches a placement zone comprising the one or more frames comprising an image referencing a product data (col. 6, ll. 19-23); Kaiser receives the overlay of a graphic on a video frame from accessing a data network 1400 (col. 8, ll. 14-23), Kaiser is silent on the a video signal, mask data, and annotation data being included in the broadcast signal.

In analogous art, Wistendahl teaches inserting the N data (for mapping the locations of the hot spots – see col. 6, ll. 27-31, col. 6, ll. 42-59) (claimed mask data) and the N data defines locations such as hyperlinks or executable functions (col. 6-7, ll. 60-10) (claimed annotation data) which is distributed along with the media content (col. 3, ll. 32-45, col. 7, ll. 28-52), which equates to video signal, mask data, and annotation data being included in the broadcast signal.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kaiser by having video signal, mask data, and annotation data being included in the broadcast signal as taught by Wistendahl in order to efficiently enable the user to access additional services along with receiving media.

Further, Kaiser is silent on the mask data including graphics data for each of a plurality of video frames of the video signal and annotation data including information on a video object appearing in each of the plurality of video frames, wherein at least the mask data is compressed based on a compression algorithm.

In analogous art, Wistendahl teaches including N data including object mapping data for defining the display location coordinates designated "hot spot" areas in the frames (col. 6, ll. 27-31, col. 6, ll. 42-46), which equates to mask data including graphics data for each of a plurality of video frames of the video signal. Further, Wistendahl teaches that N data defines locations of which hyperlinks are established (col. 6-7, ll. 60-10), which equates to annotation data including information on a video object appearing in each of the plurality of video frames.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kaiser by having mask data including graphics data for each of a plurality of video frames of the video signal and annotation data including information on a video object appearing in each of the plurality of video frames as taught by Wistendahl in order to accurately track objects within the video and provide access to additional supplemental information to the user, thereby enhancing the user's experience.

Wistendahl teaches that the N data is automatically tracked for objects, wherein the data is tracked using the first (key) frame and the last frame (col. 11-12, ll. 50-18), but the combination of Kaiser and Wistendahl does not explicitly teaches that the mask data compressed based on a compression algorithm.

In analogous art, Courtney teaches a reference frame (such as a key frame) is recorded using the JPEG still picture compression standard, which encodes the mask with a run-length encoding scheme. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made

to modify Kaiser and Wistendahl by compressing the mask data based on a

compression algorithm as taught by Courtney in order to efficiently compress the

image for each frame and map the image to a plurality of frames, thereby

reducing the amount of data needed to be stored.

Kaiser teaches placement zones, which can be viewed over one or more

frames (col. 6, ll. 19-23), fails to explicitly disclose drawing the graphics images in

response to a viewer request and the drawing of the graphic image being

synchronized to the underlying frame based on timing data.

In analogous art, Wistendahl teaches drawing halos H (see fig. 7a) by

highlighting the hotspots (col. 15, ll. 1-6, col. 15, ll. 54-56), which equates to in

response to a viewer request, wherein the hot spots are viewed over one or more

frames and the graphic image is synchronized to the underlying frame based on

timing data of the graphic image, in that the hot spot is for a given frame and

each frame has a unique time position in the sequence (col. 5, ll. 67-3, col. 6, ll.

42-46).

Therefore, it would have been obvious to one of ordinary skill in the art at

the time the invention was made to modify Kaiser by drawing the graphics

images in response to a viewer request and the drawing of the graphic image

being synchronized to the underlying frame based on timing data as taught by

Wistendahl in order to provide for synchronization of the overlays over a plurality

of frames, thereby increasing the effectiveness of the hotspot by properly

following the image.

Regarding claim 26, the combination of Kaiser and Wistendahl teaches

timing information comprising one of a timestamp, timecode, frame numbering, or

global time of day (Wistendahl: col. 5-6, ll. 66-3, col. 6, ll. 27-31, col. 6, ll. 60-63).

Regarding claim 27, Kaiser clearly synchronizes the placement zones and

the video in response to timing information in order to place the placement zones

over the proper location, such as a car as shown in figures 6A-6D, see also

Wistendahl: col. 5-6, ll. 66-3, col. 6, ll. 27-31, col. 6, ll. 60-63.

Regarding claim 33, Kaiser teaches product purchase actions (col. 12, ll.

29-54), which reads on information regarding goods and services.

Regarding claim 34, the combination of Kaiser and Wistendahl teaches

annotation data comprising movie trivia information, which reads on a non-

commercial information (Wistendahl: col. 9, ll. 28-39)

Regarding claim 35 and 36, the combination of Kaiser and Wistendahl

teaches a placement zone which references a product being displayed, wherein

the placement zone is a location of an object (Wistendahl: col. 5-6, ll. 66-3, col. 6,

ll. 27-31, col. 6, ll. 60-63).

Regarding claims 37-39, Kaiser teaches placement zones for various

frames (fig. 2, col. 6, ll. 9-17), wherein the placement can track an image at the

upper left corner (col. 10, ll. 34-38). Whereas Kaiser is silent on a location reference at the centroid pixel, Official Notice is taken that a center position is well known in the art, such as tracking an object by the center position. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kaiser by using a center position (as a reference point) in order to properly track an image thereby increasing the effectiveness of the placement zone.

Regarding claims 40-42, Kaiser teaches location and shape information such as the shape and location of the car (col. 10, ll. 34-38), see figures 6A-6D, wherein the visual highlight (fig. 6B, label 6500) is a graphical overlay and has an outline of the car.

Regarding claim 43, Kaiser is silent on a mathematical representation of set of pixels. Official Notice is taken that mathematical representation of pixels are well known in the art, such as vectors used in video encoding in order to reduce the bandwidth by reducing duplicity of the pixels. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kaiser by using a mathematical representation in order to save bandwidth and process the information at the client side.

Regarding claim 49, Kaiser teaches a back channel (fig. 1, label 1400-data network).

Regarding claim 50, Kaiser teaches product selection or information (col. 3, II. 3-5), collecting user information (col. 14, II. 3-21), and accepting information regarding a commercial transaction and completing the transaction (fig. 9).

Regarding claim 51, Kaiser performs a 'secure transaction verification' procedure (fig. 9, label 9300), which in the broadest reasonable sense has some information regarding a viewer identifier in order to identify the viewer.

Regarding claim 52, Kaiser teaches plural annotations, which as discussed in claim 28 have equal timing. Further, Kaiser teaches that the plurality of annotations would be different in that the system will need to differentiate among plural annotations in that they will have different masks and provide different information. The combination of Kaiser and Wistendahl has been addressed in claim 28; Wistendahl teaches that the viewer request includes a pointers location to the N data as an indication as to which annotation of the plurality of annotations is to be displayed (col. 9, II. 11-27).

Regarding claim 53, Kaiser teaches a reproducing apparatus (fig. 1, label 1300), which reads on a receiver that receives video (col. 5, II. 10-31) and action resource data (claimed annotation data) (col. 5-6, II. 55-8), wherein the action resource data includes overlay information as shown in figure 6B (col. 10, II. 9-41), selectable actions (claimed object data appearing on a portion of the video)

(fig. 6A-6D), and timing information (fig. 2, col. 6, ll. 9-64). Kaiser receives the overlay of a graphic on a video frame from accessing a data network 1400 (col. 8, ll. 14-23), Kaiser is silent on a video signal, mask data, and annotation data being included in the broadcast signal.

In analogous art, Wistendahl teaches inserting the N data (for mapping the locations of the hot spots – see col. 6, ll. 27-31, col. 6, ll. 42-59) (claimed mask data) and the N data defines locations such as hyperlinks or executable functions (col. 6-7, ll. 60-10) (claimed annotation data) which is distributed along with the media content (col. 3, ll. 32-45, col. 7, ll. 28-52), which equates to video signal, mask data, and annotation data being included in the broadcast signal.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kaiser by having video signal, mask data, and annotation data being included in the broadcast signal as taught by Wistendahl in order to efficiently enable the user to access additional services along with receiving media.

Further, Kaiser is silent on the mask data including graphics data for each of a plurality of video frames of the video signal and annotation data including information on a video object appearing in each of the plurality of video frames, wherein at least the mask data is compressed based on a compression algorithm.

In analogous art, Wistendahl teaches including N data including object mapping data for defining the display location coordinates designated "hot spot" areas in the frames (col. 6, ll. 27-31, col. 6, ll. 42-46), which equates to mask

data including graphics data for each of a plurality of video frames of the video

signal. Further, Wistendahl teaches that N data defines locations of which

hyperlinks are established (col. 6-7, ll. 60-10), which equates to annotation data

including information on a video object appearing in each of the plurality of video

frames.

Therefore, it would have been obvious to one of ordinary skill in the art at

the time the invention was made to modify Kaiser by having mask data including

graphics data for each of a plurality of video frames of the video signal and

annotation data including information on a video object appearing in each of the

plurality of video frames as taught by Wistendahl in order to accurately track

objects within the video and provide access to additional supplemental

information to the user, thereby enhancing the user's experience.

Wistendahl teaches that the N data is automatically tracked for objects,

wherein the data is tracked using the first (key) frame and the last frame (col. 11-

12, ll. 50-18), but the combination of Kaiser and Wistendahl does not explicitly

teaches that the mask data compressed based on a compression algorithm.

In analogous art, Courtney teaches a reference frame (such as a key

frame) is recorded using the JPEG still picture compression standard, which

encodes the mask with a run-length encoding scheme. Therefore, it would have

been obvious to one of ordinary skill in the art at the time the invention was made

to modify Kaiser and Wistendahl by compressing the mask data based on a

compression algorithm as taught by Courtney in order to efficiently compress the

image for each frame and map the image to a plurality of frames, thereby reducing the amount of data needed to be stored.

Whereas Kaiser does not explicitly teach a data store storing at least a portion of the received annotation data, the system inherently stores a portion of the data in buffers, memory, or processor registers in order to process the received information.

Kaiser teaches placement zones, which can be viewed over one or more frames (col. 6, ll. 19-23), fails to explicitly disclose drawing the graphics images in response to a viewer request and the drawing of the graphic image being synchronized to the underlying frame based on timing data.

In analogous art, Wistendahl teaches drawing halos H (see fig. 7a) by highlighting the hotspots (col. 15, ll. 1-6, col. 15, ll. 54-56), wherein the hot spots are viewed over one or more frames and the graphic image is synchronized to the underlying frame based on timing data of the graphic image, in that the hot spot is for a given frame and each frame has a unique time position in the sequence (col. 5, ll. 67-3, col. 6, ll. 42-46).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kaiser by drawing the graphics images in response to a viewer request and the drawing of the graphic image being synchronized to the underlying frame based on timing data as taught by Wistendahl in order to provide for synchronization of the overlays over a plurality of frames, thereby increasing the effectiveness of the hotspot by properly following the image.

Regarding claim 55, as shown in figure 6B, Kaiser teaches the location of the object.

Regarding claim 56, as shown in figure 6B, Kaiser teaches shape information.

Regarding claim 63, Kaiser teaches permitting the user to engage in purchasing an item (col. 12, ll. 29-65).

4.   Claim 54 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,615,408 to Kaiser et al. (Kaiser), U.S. Patent 6,496,981 to Wistendahl et al. (Wistendahl), and U.S. Patent 5,969,755 to Courtney in view of U.S. Patent Application Publication 2001/0023436 to Srinivasan et al. (Srinivasan).

Regarding claim 54, as shown in figure 6B, Kaiser visually identifies the object, the combination of Kaiser and Wistendahl teach the mask data visually identifying the object in the corresponding video frame (Wistendahl: col. 6, ll. 27-46, col. 6, ll. 60-64). However, Kaiser and Wistendahl are silent on a timestamp transmitted with the mask data. In analogous art, Srinivasan teaches a data packet stream generator producing encoded data packets creates metadata from the frame number or numbers (PTS), where the PTS is the presentation time

stamp of a digital signal (pg. 19, para. 0222), wherein the PTS is associated with

the metadata (pg. 21, para. 0233), which equates to time stamp. Therefore, it

would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Kaiser and Wistendahl by using time stamps as

taught by Srinivasan in order to provide a digital synchronization means utilizing

the existing structure of the digital signal and efficiently providing both the

metadata and video to the user.

5.   Claim 57 is rejected under 35 U.S.C. 103(a) as being unpatentable over

U.S. Patent 6,615,408 to Kaiser et al., U.S. Patent 6,496,981 to Wistendahl et al.

(Wistendahl), and U.S. Patent 5,969,755 to Courtney in view of U.S. Patent

6,415,438 to Blackketter et al.

Regarding claim 57, Kaiser teaches displaying the annotations, but Kaiser,

Wistendahl, and Courtney are silent on second timing information for removing

the annotation data from the data store. Blackketter teaches expiring triggers

(col. 3, ll. 13-22, col. 10, ll. 24-35). Therefore, it would have been obvious to one

of ordinary skill in the art at the time the invention was made to modify Kaiser,

Wistendahl, and Courtney by using a second timing information for removing the

annotation data from the data stored as taught by Blackketter by indicating an

expiration time in order to ignore invalid triggers (Blackketter: col. 10, ll. 24-35) in

order to increase the storage capacity of the device by eliminating outdated

information.

6.   Claims 64-67, 71, 72, and 74 are rejected under 35 U.S.C. 103(a) as

being unpatentable over U.S. Patent 6,496,981 to Wistendahl et al. (Wistendahl)

in view of U.S. Patent Application Publication 2001/0023436 to Srinivasan et al.

(Srinivasan) and U.S. Patent 5,969,755 to Courtney.

        Regarding claim 64, Wistendahl teaches a video source (fig. 1,2) and a

converter for converting the media into a digital format of frames (col. 5-6, ll. 60-

2). Wistendahl teaches, as shown in figure 2, an N data defining hot spots (col.

6, ll. 60-63), which is derived from an annotation source providing graphics data

for overlaying a graphics image on a video frame (col. 6, ll. 27-31, col. 6, ll. 42-

46), wherein the hot spots are associated with a frame of the video, which reads

on a data packet stream generator. Wistendahl teaches a server for transmitting

the frame data (broadcast signal) and the N data (annotation data for the data

packet stream generator) (col. 7, ll. 42-45). Wistendahl teaches a converter (fig.

1, 2, col. 5-6, ll. 60-2) providing timing information for the frames to the data

packet stream generator in order to enable the data packet stream generator to

associate the timing information to the graphical hot spots (col. 6, ll. 27-31, col. 6,

ll. 42-59, col. 6, ll. 60-64).

        Wistendahl teaches including N data including object mapping data for

defining the display location coordinates designated "hot spot" areas in the

frames (col. 6, ll. 27-31, col. 6, ll. 42-46), which equates to mask data including

graphics data for each of a plurality of video frames of the video signal. Further,

Wistendahl teaches that N data defines locations of which hyperlinks are established (col. 6-7, ll. 60-10), which equates to annotation data including information on a video object appearing in each of the plurality of video frames.

Wistendahl teaches that the N data is automatically tracked for objects, wherein the data is tracked using the first (key) frame and the last frame (col. 11-12, ll. 50-18), but Wistendahl does not explicitly teach mask data compressed based on a compression algorithm.

In analogous art, Courtney teaches a reference frame (such as a key frame) is recorded using the JPEG still picture compression standard, which encodes the mask with a run-length encoding scheme. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Wistendahl by compressing the mask data based on a compression algorithm as taught by Courtney in order to efficiently compress the image for each frame and map the image to a plurality of frames, thereby reducing the amount of data needed to be stored.

After formatting the data, the server transmits the data to the receiver (col. 7, ll. 42-45). At the receiver, Wistendahl teaches drawing halos H (see fig. 7a) by highlighting the hotspots (col. 15, ll. 1-6, col. 15, ll. 54-56), wherein the hot spots are viewed over one or more frames and the graphic image is synchronized to the underlying frame based on timing data of the graphic image, in that the hot spot is for a given frame and each frame has a unique time position in the sequence (col. 5, ll. 67-3, col. 6, ll. 42-46).

Wistendahl teaches a video source (fig. 1,2) and a converter for converting the media into a digital format of frames (col. 5-6, ll. 60-2) and Wistendahl recognizes that the system can be used with MPEG-2 video, such as used on DVDs (col. 16, ll. 42-65), but Wistendahl is silent on the video encoder producing a transport stream. Official Notice is taken that the use of an encoding video into a transport stream is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Wistendahl by encoding video into a transport stream in order to compress a digital signal by reducing the redundant information thereby reducing the bandwidth of a signal.

Wistendahl teaches a separate (logical or physical) storage location for the frame data and the N data (col. 6, ll. 39-59), but is silent on a data packet stream generator producing encoded data packets. Further, Wistendahl teaches a server for transmitting the frame data (broadcast signal) and the N data (annotation data for the data packet stream generator) (col. 7, ll. 42-45), but is silent on a multiplexer.

In analogous art, Srinivasan teaches a data packet stream generator producing encoded data packets creates metadata from the frame number or numbers (PTS), where the PTS is the presentation time stamp of a digital signal (pg. 19, para. 0222), wherein the PTS is associated with the metadata (pg. 21, para. 0233), which equates to encoding data packets. Additionally, Srinivasan teaches multiplexing the metadata with the video content (pg. 20, para. 0224). Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to modify Wistendahl by producing encoded data

packets using a data packet stream generator and multiplexing the video content

and metadata as taught by Srinivasan in order to provide a digital

synchronization means utilizing the existing structure of the digital signal and

efficiently providing both the metadata and video to the user.

Regarding claim 65, the combination of Wistendahl and Srinivasan

teaches timing information comprising one of a timestamp, timecode, frame

numbering, or global time of day (Wistendahl: col. 5-6, ll. 66-3, col. 6, ll. 27-31,

col. 6, ll. 60-63).

Regarding claim 66 and 67, the combination of Wistendahl and Srinivasan

teaches a placement zone which references a product being displayed, wherein

the placement zone is a location of an object (Wistendahl: col. 5-6, ll. 66-3, col. 6,

ll. 27-31, col. 6, ll. 60-63).

Regarding claims 71-72, the combination of Wistendahl and Srinivasan

has been explained above. Wistendahl teaches location and shape information

of an overlay which can be highlighted (col. 6, ll. 27-31, col. 6, ll. 60-64, col. 15, ll.

4-7, col. 15, ll. 53-56).

Regarding claim 74, Wistendahl and Srinivasan are silent on a

mathematical representation of set of pixels. Official Notice is taken that

mathematical representation of pixels are well known in the art, such as vectors used in video encoding in order to reduce the bandwidth by reducing duplicity of the pixels. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Wistendahl and Srinivasan by using a mathematical representation in order to save bandwidth and process the information at the client side.

7.   Claims 68-70, and 73 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,496,981 to Wistendahl et al. (Wistendahl), U.S. Patent Application Publication 2001/0023436 to Srinivasan et al. (Srinivasan), and U.S. Patent 5,969,755 to Courtney in view of U.S. Patent 6,615,408 to Kaiser et al.

Regarding claims 68 and 69, the combination of Wistendahl, Srinivasan, and Courtney has been explained above. However, Wistendahl, Srinivasan, and Courtney are silent on a reference that represents a fixed relation to pixels, wherein the pixel is the upper left most pixel. In analogous art, Kaiser teaches placement zones for various frames (fig. 2, col. 6, ll. 9-17), wherein the placement can track an image at the upper left corner (col. 10, ll. 34-38), which equates to a reference that represents a fixed relation to pixels, wherein the pixel is the upper left most pixel. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Wistendahl, Srinivasan, and Courtney on a reference that represents a fixed relation to pixels,

wherein the pixel is the upper left most pixel as taught by Kaiser in order to properly track an image thereby increasing the effectiveness of the placement zone.

Regarding claim 70, Wistendahl, Srinivasan, Courtney, and Kaiser are silent on a location reference at the centroid pixel, Official Notice is taken that a center position is well known in the art, such as tracking an object by the center position. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Wistendahl, Srinivasan, Courtney, and Kaiser by using a center position (as a reference point) in order to properly track an image thereby increasing the effectiveness of the placement zone.

Regarding claim 73, the combination of Wistendahl, Srinivasan, and Courtney, teaches location and shape information of an overlay which can be highlighted (Wistendahl: col. 6, ll. 27-31, col. 6, ll. 60-64, col. 15, ll. 4-7, col. 15, ll. 53-56), but is silent on an outline of the object. In analogous art, Kaiser teaches location and shape information such as the shape and location of the car (col. 10, ll. 34-38), see figures 6A-6D, wherein the visual highlight (fig. 6B, label 6500) is a graphical overlay and has an outline of the car. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Wistendahl, Srinivasan, and Courtney by providing an outline of the object as taught by Kaiser in order to clearly convey to the user which object is of interest.

Conclusion

8.   Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
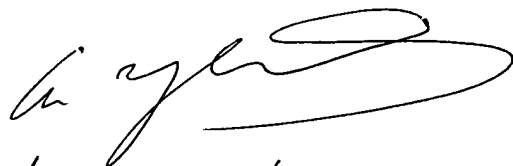
A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew Y. Koenig whose telephone number is (571) 272-7296. The examiner can normally be reached on M-Fr (8:30 - 5:00).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571)272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from

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system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-

free).

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